

Five things to improve customer experience today

Customers are increasingly expectant when it comes to their experience with a business. They want to be given the best service, every time, without fail. Those who achieve the top level of customer experience promote evangelists and drive repeat business.

For businesses that rely on incoming calls for growth, ensuring the customer journey is smooth and pain-free is a sure-fire way to improve the overall customer experience.

Here are five things to improve your customer experience right now:

Customer Journey Analytics

By understanding where customers find your Interactive Voice Response (IVR) too tantalising, and where most of your calls are going to, you'll know where you need to focus resources. Analytics provide comprehensive levels of visibility into customer interactions and IVR usage, including a graphical view of the complete customer journey and the most common IVR paths taken by customers. Knowledge is power, after all.

Go where your customers are

Today's customers expect to communicate with businesses via a wide variety of channels. Businesses need to respond and open up the channels that their customers are communicating on. This is not just about using the telephone, but providing support on email, social media, and so on. This is about becoming 'omni-channel'.

System running together

Implementing tightly integrated systems helps businesses become a data driven company. System integration makes it easier to predict where customer interactions are coming from, and then be ready with previous history in all systems without having to search “the back end”. Integrated systems improves speed, decision making and, therefore, customer service.

Reportable, repeatable, reputable

If you can't report on your customers, you can't build your customer experience around them and you are not customer centric. Reporting means you can look at how your customers work and interact, and with that information you can build a repeatable customer experience model to nail it every time. Most importantly, this will keep customers coming back for more and talking positively about you.

Self-service us assisted service us proactive service

Some customers want to solve the problem themselves by searching your FAQs. Some will actively click the web chat or call you when they are stuck. Others need help but don't know where to get it so need that pop-up chat or follow up email. A Proactive web chat service can quickly help struggling customers answer queries, there and then, by connecting them with a customer service specialist.

For businesses that are off the pace when it comes to customer experience capabilities, it's time to get up to speed. These features provide quick-wins to empower your customer service teams and improve your customer experience.

[Find out more about the capabilities of Inbound call management](#)

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